

**Appl. No.** : **10/804,811**  
**Filed** : **March 19, 2004**

### **AMENDMENTS TO THE CLAIMS**

1-9: (Canceled)

10. (Currently amended) A method in a computing system for assisting users in selecting items to order, comprising:

determining, for each of a plurality of items, a score reflecting the extent to which the respective item has been ordered by customers who have been determined to commonly order items promptly after they become available, each score corresponding to a respective item; and

incorporating information pertaining to said scores into item detail pages of an electronic catalog that provides functionality for customers to browse and place orders for items, said information ~~being sufficient to enable~~ enabling customers to compare at least some of the items in terms of an extent to which such items have been ordered by customers who commonly order items promptly after they become available.

11. (Currently amended) The method of claim 10 wherein the method comprises including an indication of the score for an item in an item detail page for the respective item, said item detail page providing functionality for users to order the respective item.

12. (Previously presented) The method of claim 11 wherein the included indication explicitly indicates the item's score.

13. (Previously presented) The method of claim 11 wherein the included indication explicitly indicates a range into which the item's score falls.

14. (Previously presented) The method of claim 11 wherein the included indication indicates a relationship between the item's score and scores for additional items.

**Appl. No.** : **10/804,811**  
**Filed** : **March 19, 2004**

15. (Currently amended) A computer-readable medium whose contents cause a computing system to perform a method that comprises:

for each of a plurality of items, determining a score for the item in a manner that causes it to (1) positively relate to the extent to which the item has been ordered by customers who have been determined to commonly order items promptly after they become available, (2) positively relate to the item's price, and (3) negatively relate to the amount of time that has elapsed since the item became available for ordering;

storing, in physical computer storage, indications identifying at least a portion of the items having the highest scores; and

~~incorporating viewable information into an electronic catalog of items in association with the items having the highest scores, said viewable information being sufficient to inform customers that particular items have been ordered relatively frequently by customers who commonly order items promptly after they become available, said electronic catalog~~ when a user accesses an item detail page for a first item of said items having the highest scores during browsing of an electronic catalog of items, outputting information to the user, via the item detail page, that reveals at least a range in which the first item's score falls, said item detail page being specific to said first item and providing functionality for customers to place orders for items placing an order for the first item.

16. (Previously presented) The computer-readable medium of claim 15 wherein the contents of the computer-readable medium further cause the computer system to include, in item detail pages corresponding to said items having the highest scores, indications of the corresponding scores.

17. (Currently amended) The computer-readable medium of claim 15 wherein the ~~contents of the computer-readable medium further cause the computer system to include, in an item detail page for a first item,~~ information comprises an indication of a percentile range associated with the score for the first item.

18-34. (Canceled)

**Appl. No.** : **10/804,811**  
**Filed** : **March 19, 2004**

35. (Previously presented) The method of claim 10, wherein the method comprises generating each score such that it negatively relates to the amount of time that has elapsed since the respective item became available for ordering.

36. (Previously presented) The method of claim 10, wherein the method comprises generating each score such that it positively relates to a price of the respective item.

37. (Previously presented) The method of claim 10, wherein the method comprises using said scores to select a subset of items that represent early adopter selections, and incorporating information into corresponding item detail pages identifying each item in said subset as an early adopter selection.

38. (Currently amended) A system, comprising:

a computer data repository that stores purchase history data of each of a plurality of users, said purchase history data identifying purchases made by users of items represented in an electronic catalog of items, and specifying dates of said purchases, said electronic catalog including item detail pages corresponding to respective items;

a computer data repository that stores data regarding dates that particular items represented in the electronic catalog became available;

a data analyzer operative to use the purchase history data, in combination with the data regarding dates that particular items became available, to generate, for each of a plurality of said items, a score reflecting an extent to which the respective item has been purchased by users who are early adopters of new items, said data analyzer comprising executable code stored on a computer-readable medium; and

a subsystem operative to cause information pertaining to said scores to be included on at least some of the item detail pages of the electronic catalog to assist users in making item selection decisions, said information ~~being sufficient to enable~~ enabling users to compare items in terms of an extent to which the items have been purchased by early adopters of new items.

**Appl. No.** : **10/804,811**  
**Filed** : **March 19, 2004**

39. (Previously presented) The system of claim 38, wherein the information pertaining to said scores comprises an indication of a percentile range in which an item falls relative to other items.

40. (Previously presented) The system of claim 38, wherein the information pertaining to said scores comprises numerical representations of said scores.

41. (Previously presented) The system of claim 38, wherein the information pertaining to said scores comprises, for selected items whose scores satisfy a threshold, indications that said items are early adopter items.

42. (Previously presented) The system of claim 38, wherein the data analyzer is operative to take item price information into consideration in generating the scores.

43. (Previously presented) The system of claim 38, wherein the data analyzer is operative to generate the scores such that the score for an item negatively relates to an amount of time that has elapsed since the item became available.

44. (Previously presented) The system of claim 38, wherein the data analyzer is operative to generate the scores such that the score for an item positively relates to a price of the item.